

1 of 11

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

CLIENT: CROSSROADS GPS SC=*

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$61,425
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/08-08/08	2	1	2	\$450.00	
	Rating: 1.4											
	2	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/09-08/09	2	1	2	\$450.00	
	Rating: 1.4											
	3	F	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/10-08/10	2	1	2	\$450.00	
	Rating: 1.4											
	4	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/13-08/13	2	1	2	\$450.00	
	Rating: 1.4											
	5	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/14-08/14	2	1	2	\$450.00	
	Rating: 1.4											
	6	W	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/08-08/08	2	1	2	\$900.00	
	Rating: 1.3											
	7	TH	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/09-08/09	2	1	2	\$900.00	
	Rating: 1.3											
	8	F	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/10-08/10	2	1	2	\$900.00	
	Rating: 1.3											

Rep Order#	6839417	Ver#	1	Status	New
EC'd	Yes				

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .CROSSROADS GPS
Product	Crossroads GPS
Estimate#	892
Buyer	Michelle Santuoso
Phone#	
Fax#	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TU	9A-10A	MORNING BLEND	:30	\$225.00	08/14-08/14	1	1	1	\$225.00	
Rating: 0.6												
	21	W	10A-11A	VIEW-ABC	:30	\$600.00	08/08-08/08	1	1	1	\$600.00	
Rating: 1.6												
	22	TH	10A-11A	VIEW-ABC	:30	\$600.00	08/09-08/09	1	1	1	\$600.00	
Rating: 1.6												
	23	F	10A-11A	VIEW-ABC	:30	\$600.00	08/10-08/10	1	1	1	\$600.00	
Rating: 1.6												
	24	M	10A-11A	VIEW-ABC	:30	\$600.00	08/13-08/13	1	1	1	\$600.00	
Rating: 1.6												
	25	TU	10A-11A	VIEW-ABC	:30	\$600.00	08/14-08/14	1	1	1	\$600.00	
Rating: 1.6												
	26	W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/08-08/08	2	1	2	\$900.00	
Rating: 1.5												
	27	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/09-08/09	2	1	2	\$900.00	
Rating: 1.5												
	28	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/10-08/10	2	1	2	\$900.00	
Rating: 1.5												
	29	M	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/13-08/13	2	1	2	\$900.00	
Rating: 1.5												
	30	TU	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/14-08/14	2	1	2	\$900.00	
Rating: 1.5												

Station KTNV-TV LAS VEGAS, NV
Advertiser () .CROSSROADS GPS
Product Crossroads GPS
Estimate# 892
Buyer Michelle Santuoso
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/892
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	97	SU	6A-7A	ACTN NWS SU@6A	:30	\$450.00	08/12-08/12	1	1	1	\$450.00	
Rating: 2.1												
	98	SU	7A-8A	GD MRN-SUN-ABC	:30	\$600.00	08/12-08/12	1	1	1	\$600.00	
Rating: 2.5												
	99	SU	8A-9A	ACTN NWS SU@8A	:30	\$450.00	08/12-08/12	1	1	1	\$450.00	
Rating: 2.0												
	100	SU	10A-11A	THIS WEEK-ABC	:30	\$500.00	08/12-08/12	1	1	1	\$500.00	
Rating: 0.4												
	101	SU	6P-630P	ACTION NWS@6PM	:30	\$500.00	08/12-08/12	1	1	1	\$500.00	
Rating: 1.8												
	102	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,200.00	08/12-08/12	1	1	1	\$1,200.00	
Rating: 2.3												

---REPORT TOTALS---
Report Totals: 122 / \$61,425.00

---SALES MONTHLY TOTALS---

Aug 12: 122 / \$61,425.00
Sales Totals: 122 / \$61,425.00
Station Totals: 122 / \$61,425.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$341,250	KBLR	0%	KLAS	34%	KSNV	28%	KTNV	18%	KTUD	1%
		KVCW	0%	KVMY	3%	KVVU	16%				

---COMPETITIVE COMMENTS---

Station	KTNV-TV LAS VEGAS, NV	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	().CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	892	Agency C/P1/P2/E	12/11/892		
Buyer	Michelle Santuoso	Flight Dates	08/08/2012 - 08/14/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE